

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 570 Issue 1



AUG 14 2012

NBC 4 / WCMH
3165 Olentangy River Road
Columbus, OH 43202
PHONE (614) 263-4444 FAX (614) 447-8107

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	29700	Campaign Ref:	E:120810055
Buyer:	..	Client/Product/Estimate:	321 /340 /1561	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/17/12 to 09/30/12	Weeks:	2	Order Ref:	06273016
Est./PO Number:	06273016	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Priorities Usa Actio	Booking Group:	WCMH	Key Market:	Columbus, OH
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...F..	01	1100	30 Comme	Nbr of Spots	1	1	1100
2	M-F 12p News ...F..	02	550	30 Comme	Nbr of Spots	1	1	550
3	M-F 5a News ...F..	02	550	30 Comme	Nbr of Spots	1	1	550
4	M-F 7p Extra ...F..	02	1300	30 Comme	Nbr of Spots	1	1	1300
5	M-F 9a Today Show II ...F..	02	1000	30 Comme	Nbr of Spots	1	1	1000
6	M-F 10a Today Show III M.....	02	600	30 Comme	Nbr of Spots	1	1	600
7	M-F 1237a ET / 1137p CT Late Night M.....	02	400	30 Comme	Nbr of Spots	1	1	400
8	M-F 4p Ellen M.....	02	1100	30 Comme	Nbr of Spots	1	1	1100
9	M-F 5a News	02	550	30 Comme	Nbr of Spots	1	1	550
Weekly Totals: Total Spots(Ord Spots)					23	5	28	

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nbc4.com

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10	M-F 7p Extra M.....	02	1300	30 Comme		1	1	1300
11	Sat 6a NewsS.	02	1100	30 Comme	1		1	1100
12	M-Su 6p NewsS	02	1800	30 Comme	1		1	1800
13	Sun 630a NewsS 06:30:00-08:00:00	02	1300	30 Comme	1		1	1300
14	M-F 10a Today Show III ...T...	02	600	30 Comme	1		1	600
15	M-F 1237a ET / 1137p CT Late Night ...T...	02	400	30 Comme	1		1	400
16	M-F 5a News ...T...	02	550	30 Comme	1		1	550
17	M-F 5p News ...T...	02	1400	30 Comme	1		1	1400
18	M-F 6a News ...T...	02	1500	30 Comme	1		1	1500
19	M-F 7a Today Show ...T...	01	1800	30 Comme	1		1	1800
20	M-F 1135p ET / 1035p CT Tonight ...T...	01	1100	30 Comme	1		1	1100
Weekly Totals: Total Spots(Ord Spots)					23	5	28	

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	Show ..T.....				Comme							
21	M-F 12p News ..T.....	02			550	30 Comme	Nbr of Spots	1		1	550	
22	M-F 5a News ..T.....	02			550	30 Comme	Nbr of Spots	1		1	550	
23	M-F 5p News ..T.....	02			1400	30 Comme	Nbr of Spots	1		1	1400	
24	M-F 7a Today Show ..T.....	01			1800	30 Comme	Nbr of Spots	1		1	1800	
25	M-F 4p Ellen ..W.....	02			1100	30 Comme	Nbr of Spots	1		1	1100	
26	M-Su 6p News ..W.....	02			1800	30 Comme	Nbr of Spots	1		1	1800	
27	M-F 6a News ..W.....	02			1500	30 Comme	Nbr of Spots	1		1	1500	
28	M-F 9a Today Show II ..W.....	02			1000	30 Comme	Nbr of Spots	1		1	1000	
Weekly Totals: Total Spots(Ord Spots)								23	5	28		

Grand Totals					Month 9 Weeks: 5			
Totals					09/17	09/24		
Spots					23	5		

		Month 9 Weeks: 5	
	Totals	09/17	09/24
Cost	29700	25750	3950

Grand Totals:

Spots:	28
Gross Total:	29,700.00
Commission:	4,455.00
Net Total:	25,245.00